904

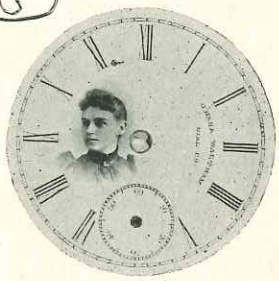
910

907

902

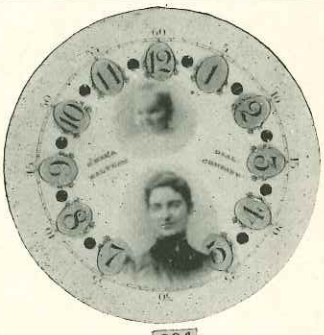
We prefer to have our portraits permanently fixed in the enamel by fire, at the same time and in the same way as the other characters on the dials, as they are then indestructable as the dial itself. We have had frequent calls for cheap photographic reproductions, *stuck on* by a coat of varnish, and while we do these to order, and do them as cheaply as others, we can by no means recommend them, or hold ourselves responsible for their wearing qualities.

903



903

905



894

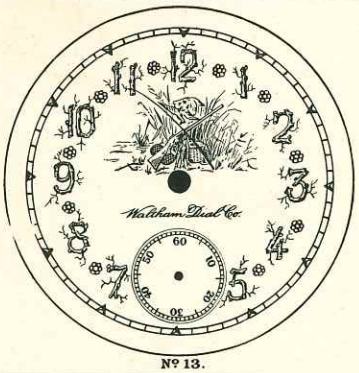
909

911

912

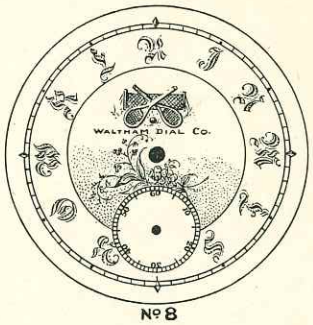
Crescent Park Dial Co., Waltham, Mass

Prior to 1909

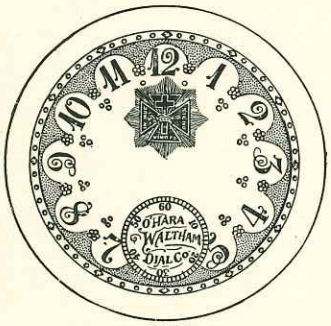


No 13.

No. 796.

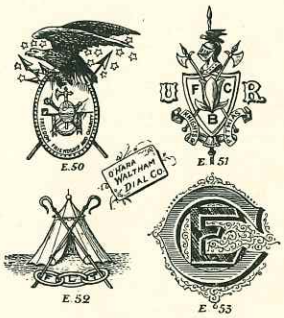


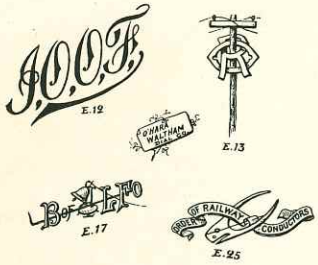
No 8

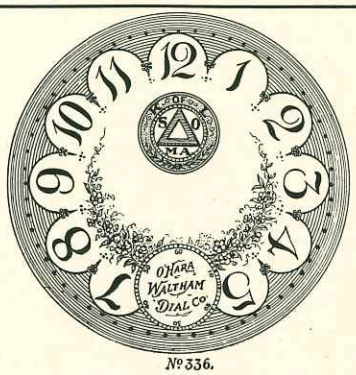


No 827.

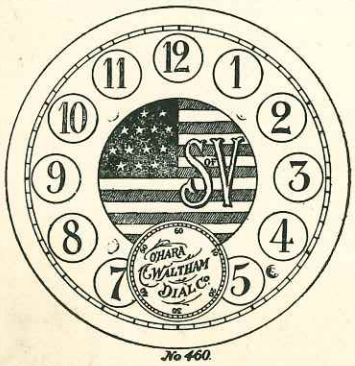
You come in contact with a large number of the people who would buy watches if you could supply them with a special dial representing their ideas, their Club, their Lodge, or something they prize highly. In such cases give us a hint of what is wanted and if we do not have in stock, will paint and send you within ten days.



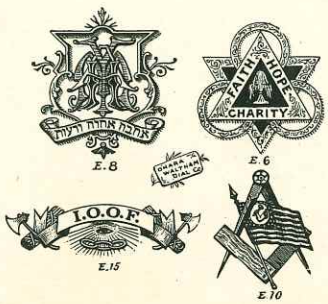


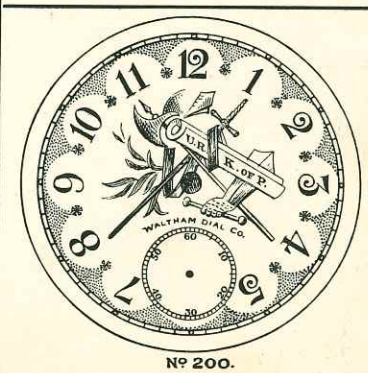


No 336.



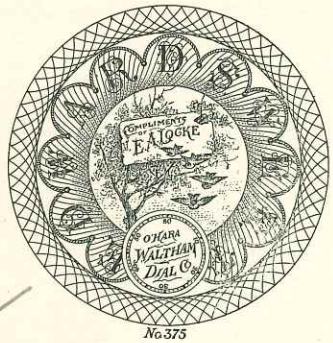
No 460.



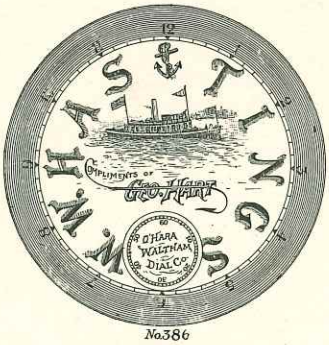


No 200.

3

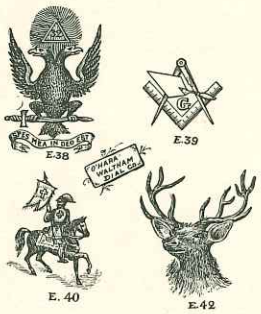


No.375

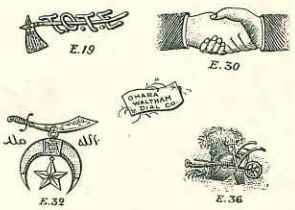


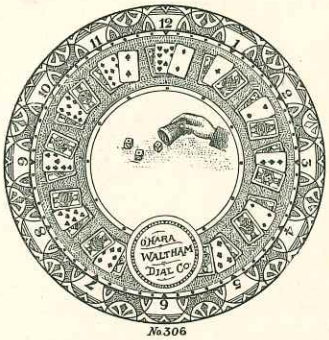
No.386

No.340

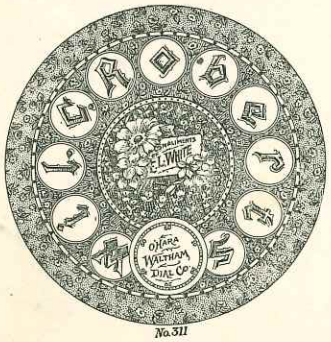


908

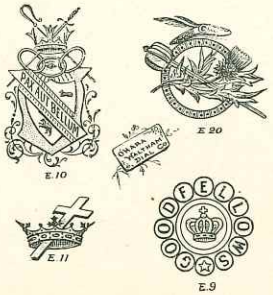




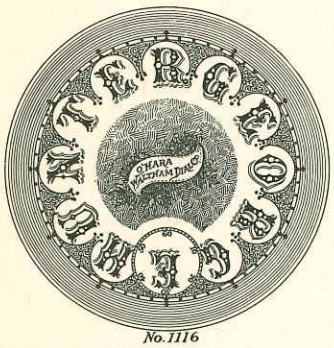
No.306



No.311



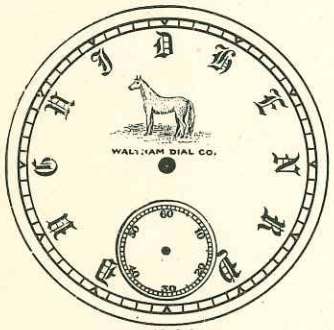
906



No. 1116

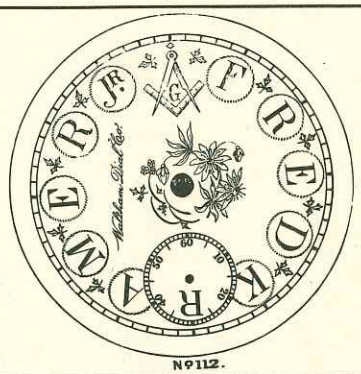
No. 1113

No 6



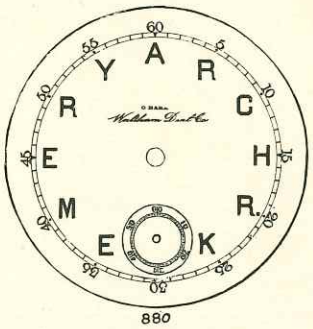
No 38

"What is in a name?" A great deal if you put it on a watch dial It gives your watch an individuality and distinguishes it from the common place watches of Tom, Dick and Harry, whatever their value. And unlike most exclusive possessions, it can be procured readily and quickly at but a slight increase in price over a regular dial.



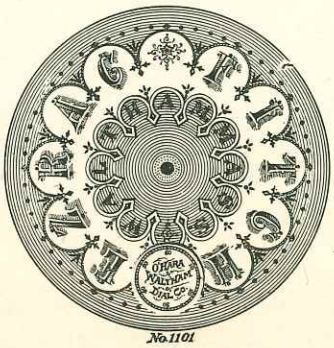
No 112.

No 216.

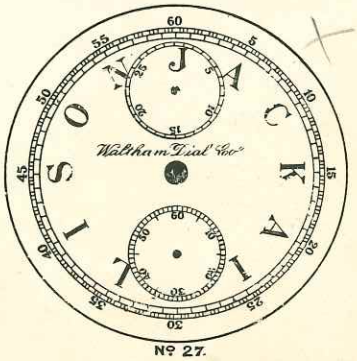


880

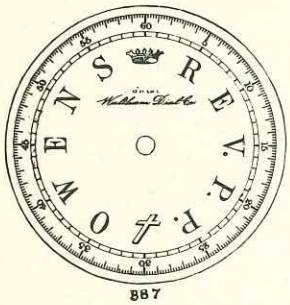
No 830.



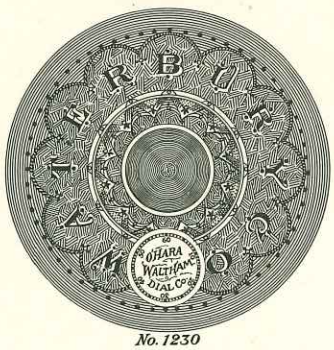
No. 1101



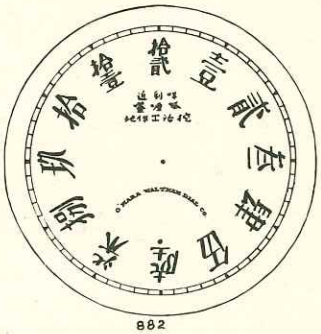
No 27.



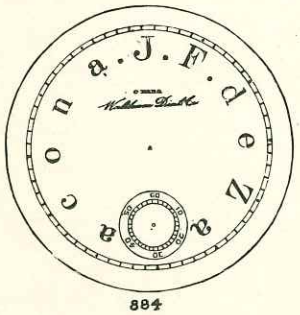
887



No. 1230

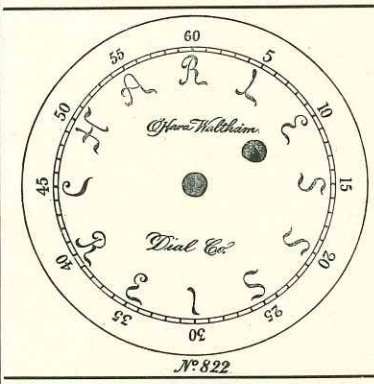


882

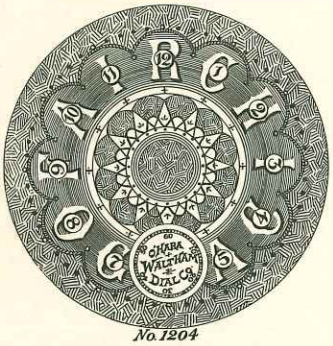


884

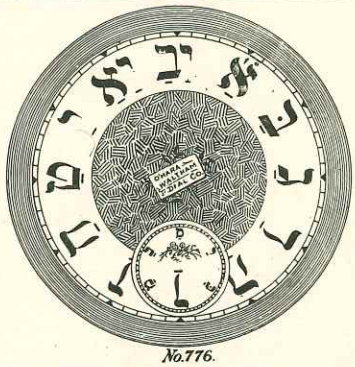
There is always a choice even among the best. So in the selection of watches of same make, grade and price, purchasers will frequently prefer one having a dial which appeals to their taste. A modest dial may be beautiful enough to the technical eye of the watchmaker or the nicely adjusted taste of the artist, but probably altogether lacking in fitness of things to the eye of the watch wearer, who carries an elaborately engraved case and a nicely damaskeened movement. If you cannot supply him with such an article, others will.



No. 822

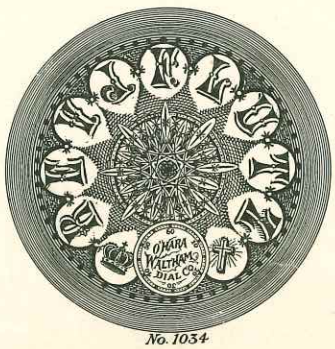


No. 1204

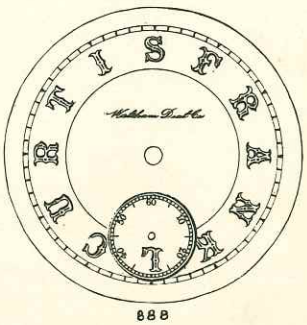


No. 776.

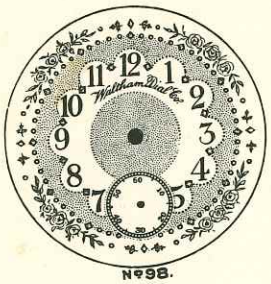
No. 1320



No. 1034



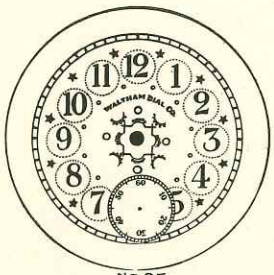
888



No 98.

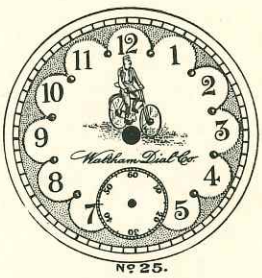
No. 784

No 875.

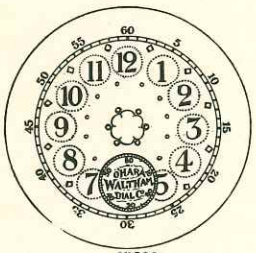


No 97.

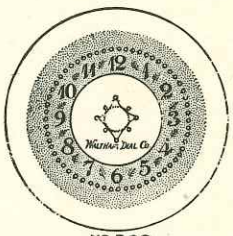
True excellence is attained by constant vigilance in specific directions. Making nothing but dials, and making every kind of dial enables us to bring that work, such ripeness of experience, such faculty in method and skill as is only acquired by devotion to a single purpose.



No 25.



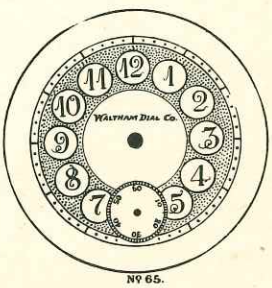
No 820.



No 502.

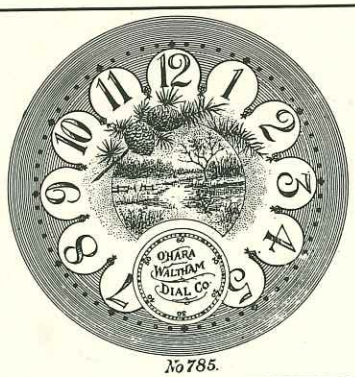
No 489.

No 840

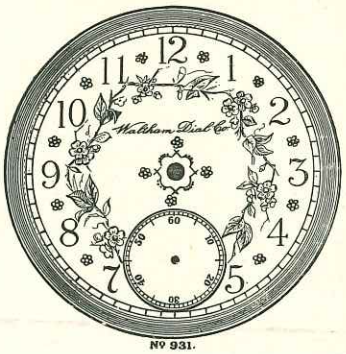


No 65.

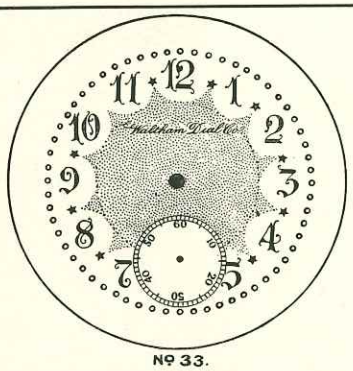
№ 801.



№ 785.

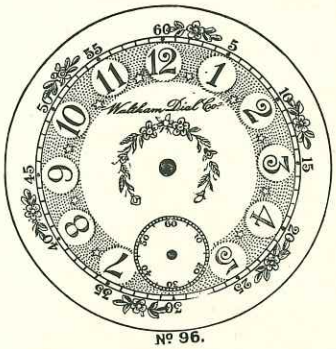


№ 931.

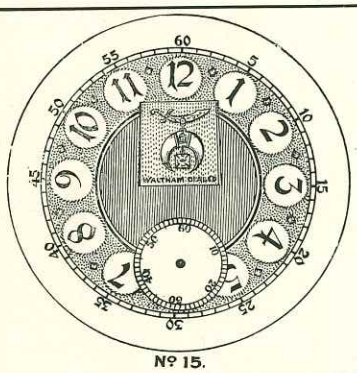


№ 33.

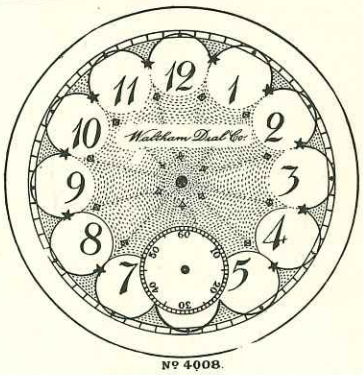
Decoration of dials in subdued patterns are as certain to prevail universally as it is certain that humanity turns instinctively to beautiful things, anticipate this movement in the public taste by ordering a generous stock. Many hesitating customers are convinced and many halting sales effected by tastefully decorated dials. Some prefer tints, some flowers, and some landscapes.



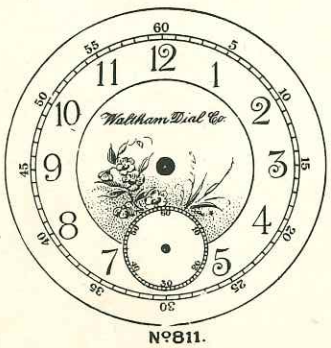
№ 96.



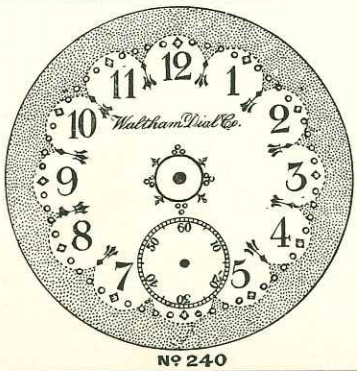
№ 15.



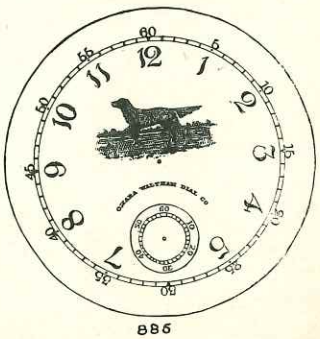
№ 4008.



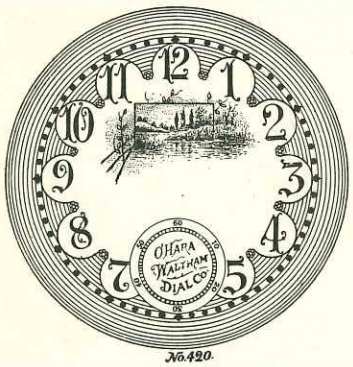
№811.



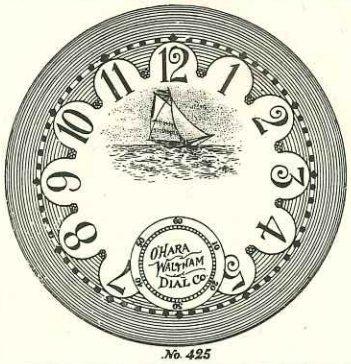
№ 240



885

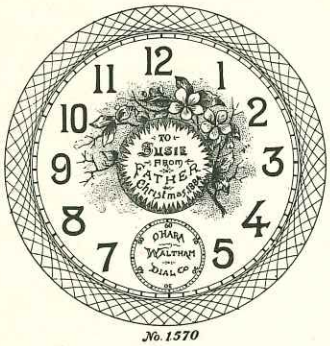


No. 420.



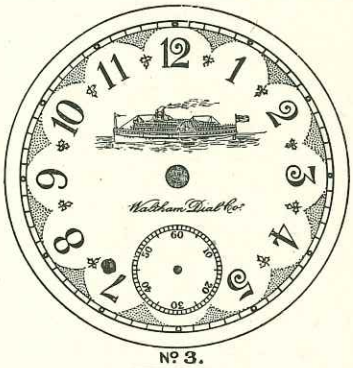
No. 425

No. 475.

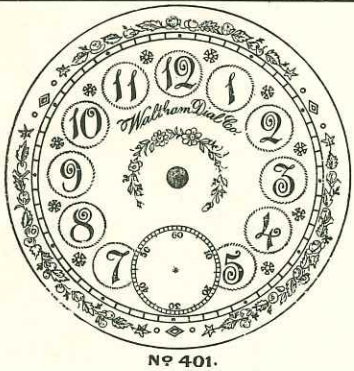


No. 1570

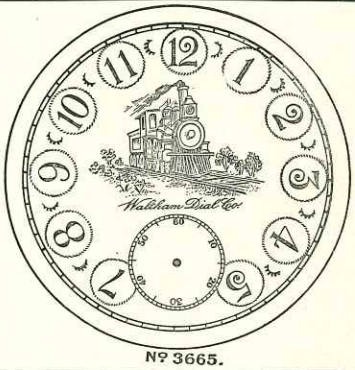
Those thoughtful persons who never change for mere fashion's sake, are now buyers of moderately decorated dials, because we have enabled them to procure something quiet and restful in its general effect, and light and graceful in its tone. Heretofore they have had no choice between the plain, cold, glaring, white dial, and the very elaborately ornate with tawdry ornamentations. Such people seek beauty of proportion rather than adornment.



No 3.



No 401.



No 3665.

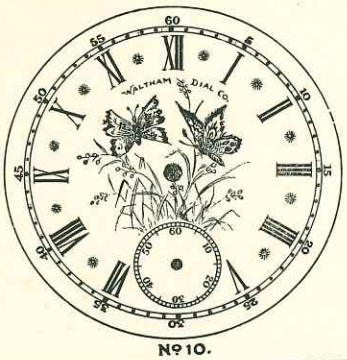
No 329.

No. 435.

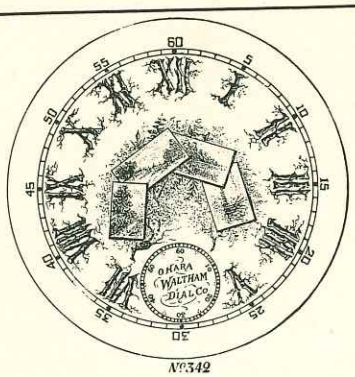
No 244.

Design Division

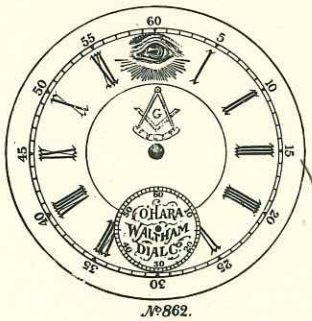
9



No 10.



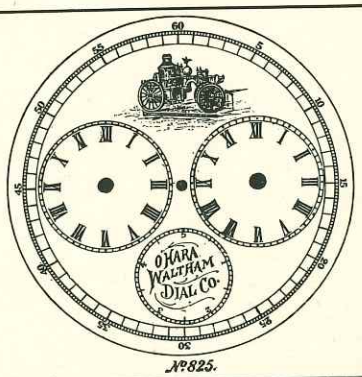
No 342



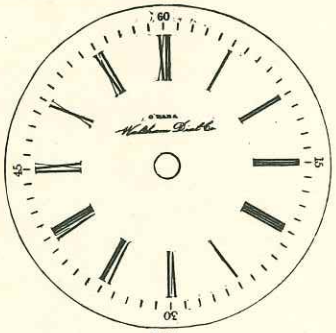
No 862.

No 32

A comparative study of dials is a necessary feature in the education of all those progressive jewelers who give wise thought to the advantages of good appearance. Our dials mark a distinct advance in quality and style over current products of competing manufacturers.

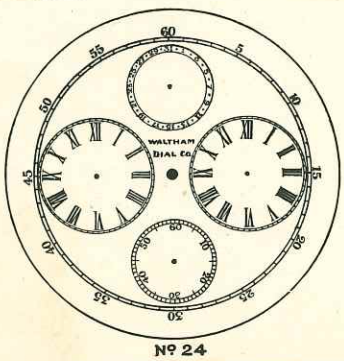


No 825.



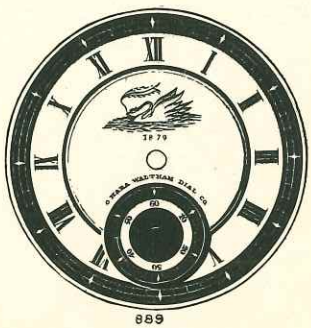
881

No 330.



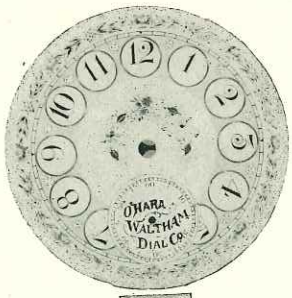
No 24

No 99.

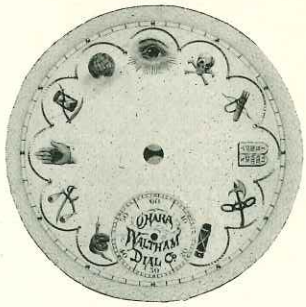


889

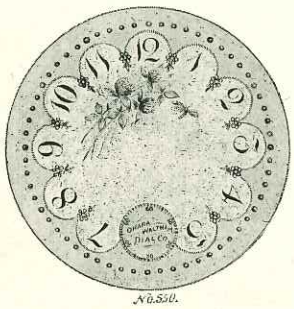
No 29.



No. 760

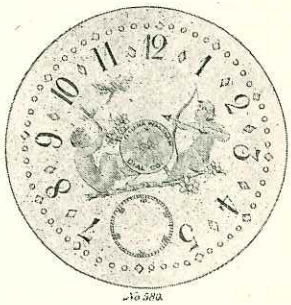


No. 35

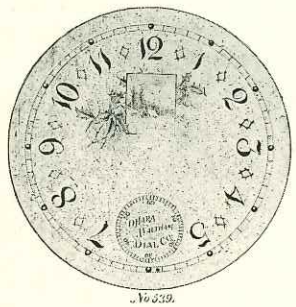


No. 550.

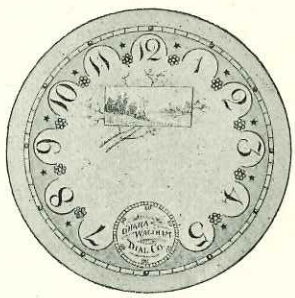
There are dials and dials. A yellow diamond makes a good enough appearance until a white one is placed beside it. Any kind of dial "will do" until the public have seen something which suits them better. In such cases the sale of a dial means also the sale of a watch and a case, and the profit thereon.



No 580.

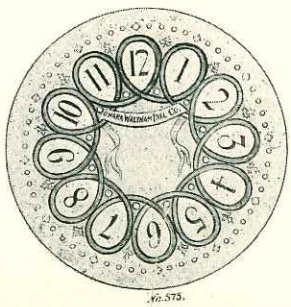


No 539.

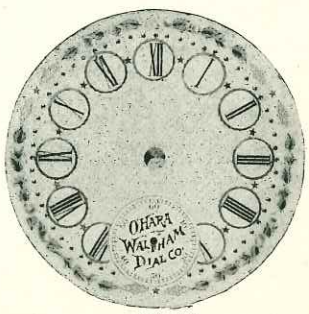


No 282.

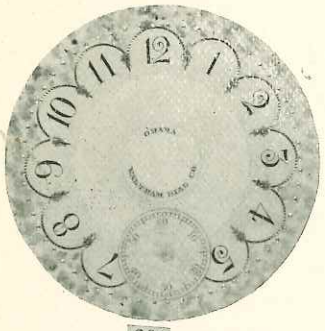
No 2527.



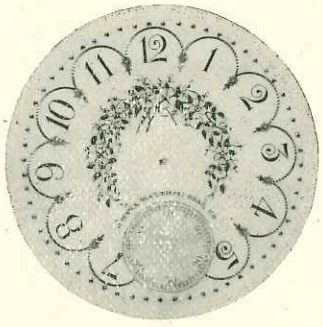
No. 575.



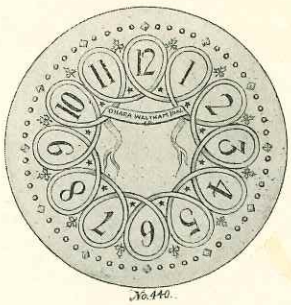
No. 27



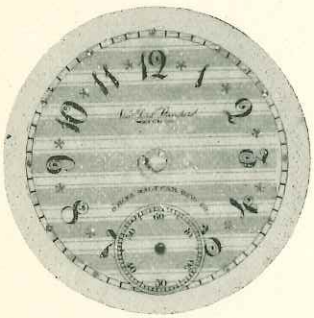
891



892

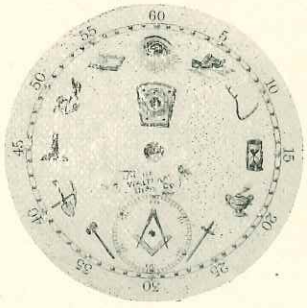


No. 110.

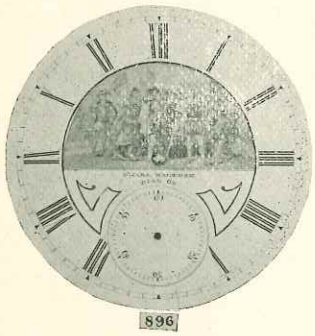


893

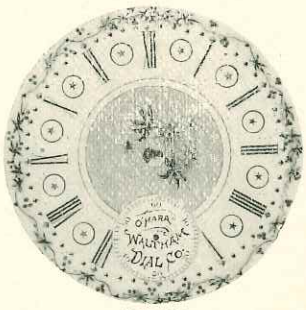
A poor dial discredits a good watch. An aristocrat should look his station, and watches are the aristocracy of machinery. Our dials give to watches an external appearance befitting their title to nobility in the mechanical arts,—a fair true face in keeping with their quality of soul.



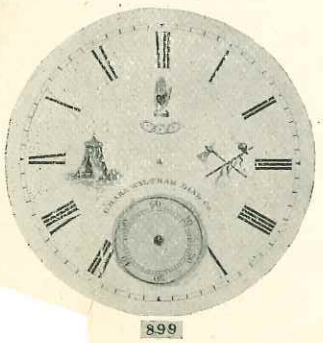
No 9



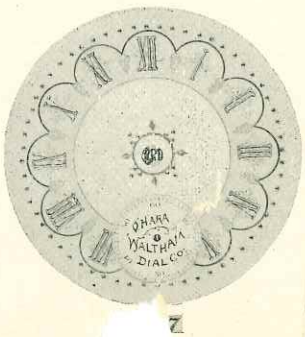
896



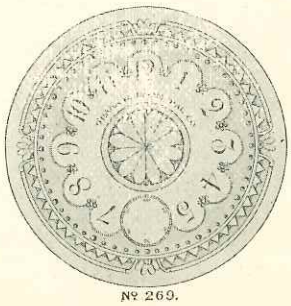
No. 39



899



7



№ 269.